



**Connecting Physical Activity, Health,
and the Community Environment**

North Carolina Blueprint
for
Changing
Policies and
Environments
In Support of

**HEALTHY
EATING**





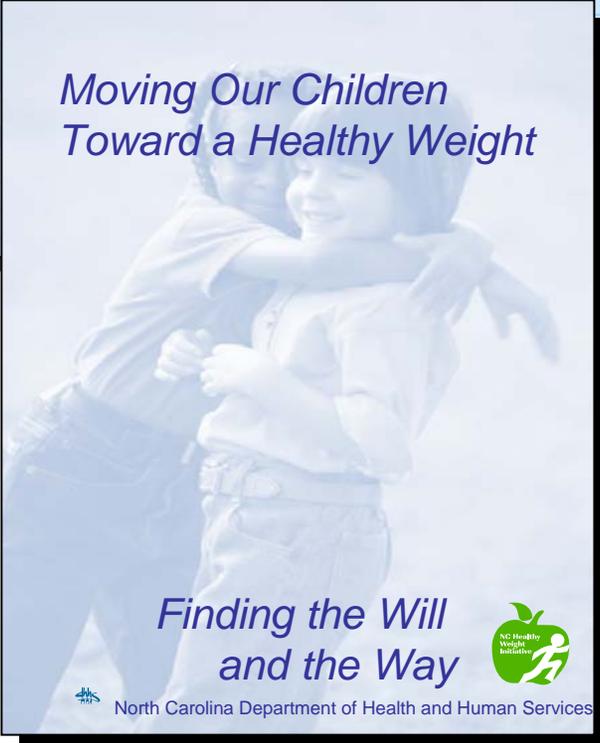
North Carolina Blueprint
for
Changing
Policies and
Environments
In Support of

**INCREASED
PHYSICAL
ACTIVITY**





*Moving Our Children
Toward a Healthy Weight*



*Finding the Will
and the Way*



North Carolina Department of Health and Human Services

Discussions focused on ...

Physical Activity

Nutrition

and, the Built Environment

These are not separate
issues, but rather,
interrelated and
overlapping issues.

The built environment affects:

- ability to walk to school as well as other destinations
- availability and ability to participate in before and after school activities
- availability of healthy eating venues

In addition to the human burden, the annual economic burden in NC due to physical inactivity alone is:

\$9.7 Billion and rising



Low Socio-Economic Status and Physical Activity

- Disproportionately affected by chronic diseases
- Less likely to be physically active or eat healthy
- Often unable or unprepared to participate in creating community change
- Reduction in community barriers is important to improving health status



WHY??

Why is it this **BAD**?

Meeting recommendations for physical activity

- U.S. 45.9%
- NC 37.7%

2003 BRFSS



Receiving no physical activity at all

- U.S. 15.6%
- NC 22.4%

2003 BRFSS



Surgeon General's Recommendation for PA

- At least 30 Minutes of moderate Physical Activity all days (at least most) of the week
- Can be in smaller (10 minute) increments several times daily*
- Generally, the more you do, the more the benefits



Lifestyle and Energy Expenditure

Sedentary Way (Calories)

- 1 hr internet shopping
(30 calories)
- sitting in car at drive in
window 30 min
(15 calories)
- Paying at the pump
(0.6 calories)
- Sitting & listening to
lecture, 60 min (30
calories)

Active Way (Calories)

- Shopping / walking 1hr
(145-240 calories)
- Parking & walking inside,
3X week, total of 30
minutes (70 calories)
- Walking in to pay 1
time/week (5 calories)
- Giving lecture
(70 calories)

Calorie estimates for 150-160 lb person

Taken from article by L. Beil, Dallas Morning News

No time ... ?



We Need

Active

Community

Environments !

Benefits of Walkable Communities:

Why include these elements in a transportation plan?

- Improves transportation efficiency
- Decreases traffic congestion
- Improves community appearance
- Improves community health
- Stimulates sense of community
- Reduces noise pollution
- Improves air quality

Direct Economic Impact of Community Design on Home Value

- Speeds: 20-22 mph 28-32 mph
- Value: same homes \$5-15K less



In Tourist Town of Duck, NC

Cost : Benefit Ratio of

\$1 : 9 for bike lanes

(Initial cost vs. annual return)



Social Capital and Crime

- Walkable community size has direct relationship to contact of public safety officers with citizens (same # people in larger area)
- The “shadow” of sprawl is community abandonment
- More sprawl = more opportunity for crime (less eye’s on the street)
- Social capital directly linked to crime

Not just a public health issue

- Increased Economic Development
- Increased Tourism
- Decreased Crime
- Improved Quality of Life
- Improved Social Capital
- Decreased “overhead” for businesses
 - workers comp
 - health care costs
 - absenteeism
 - “presenteeism”

Public Health does not have to be the Land Use and Transportation Planning Experts

Our Challenge: Stay true to
what we know ... and talk
about common needs

What is the Public Health Role?

- Bring the data; Be the expert for health impact - human and economical costs)
- Be a facilitator and convener
- Engage in advocacy
- Clarify the role of public health
- Educate the professionals
- Take a seat at the table
- Mobilize the community



“Make them educated
before you make them
enemies.”



Be Confident

10 Key Elements of Success for Active Community Environments

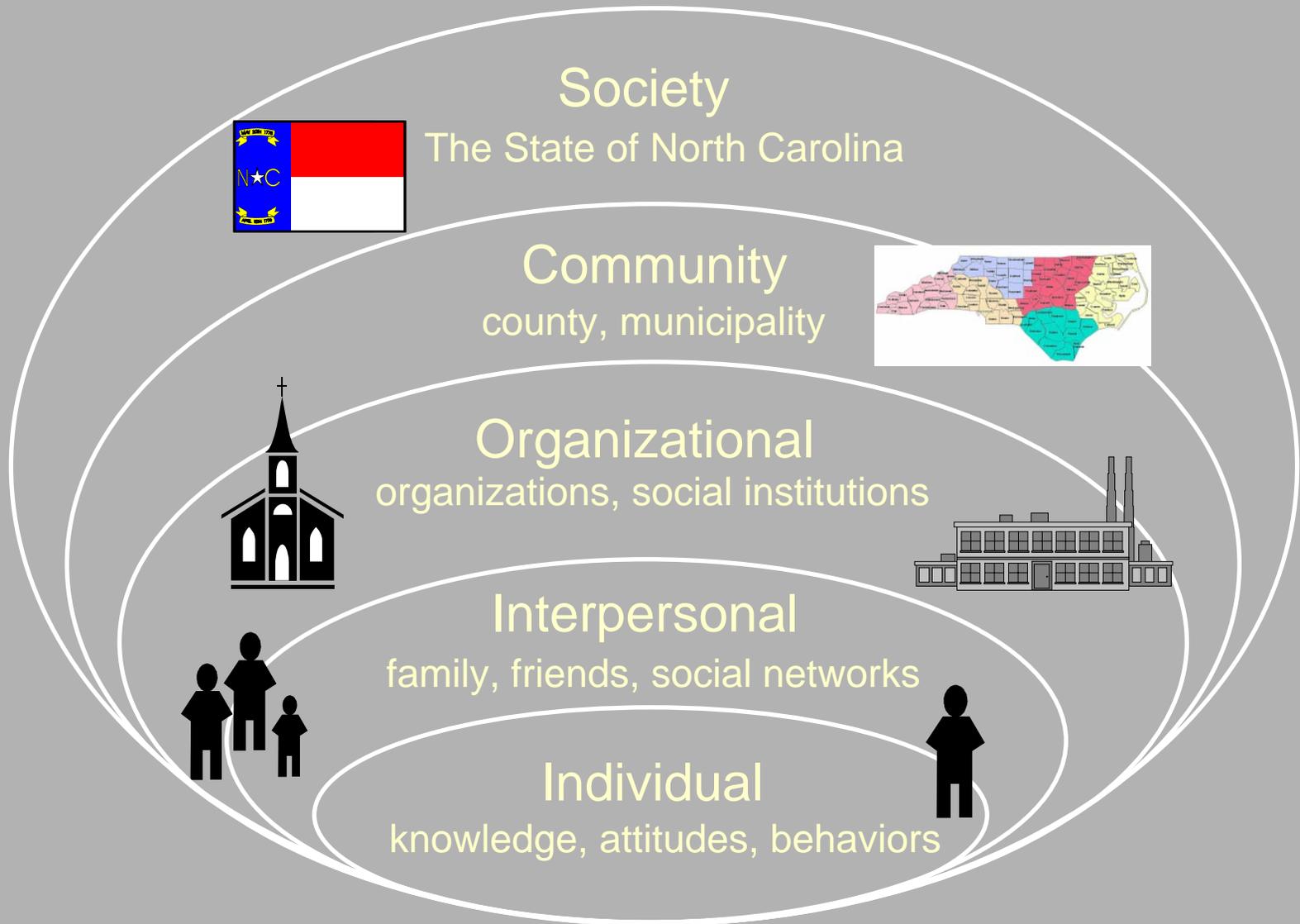


#1

All work is not accomplishment

We cannot do business as usual

Multi level approach



2

Buy-In is critical at all levels

- first, buy in to the leader
- then, buy in to the vision

3

Growing body of evidence

- evidence is good
- intuitive “duh” factor
- we can't wait for a full body of knowledge

4

Timing is critical

- the time is now!
- it will never get easier, cheaper, less important, or less urgent
- there is growing public support

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Success is developed daily, not in a day

- this is long range work
- funders often want unrealistic short term results (i.e.,
↑ activity and ↓ disease)

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Must be reproducible

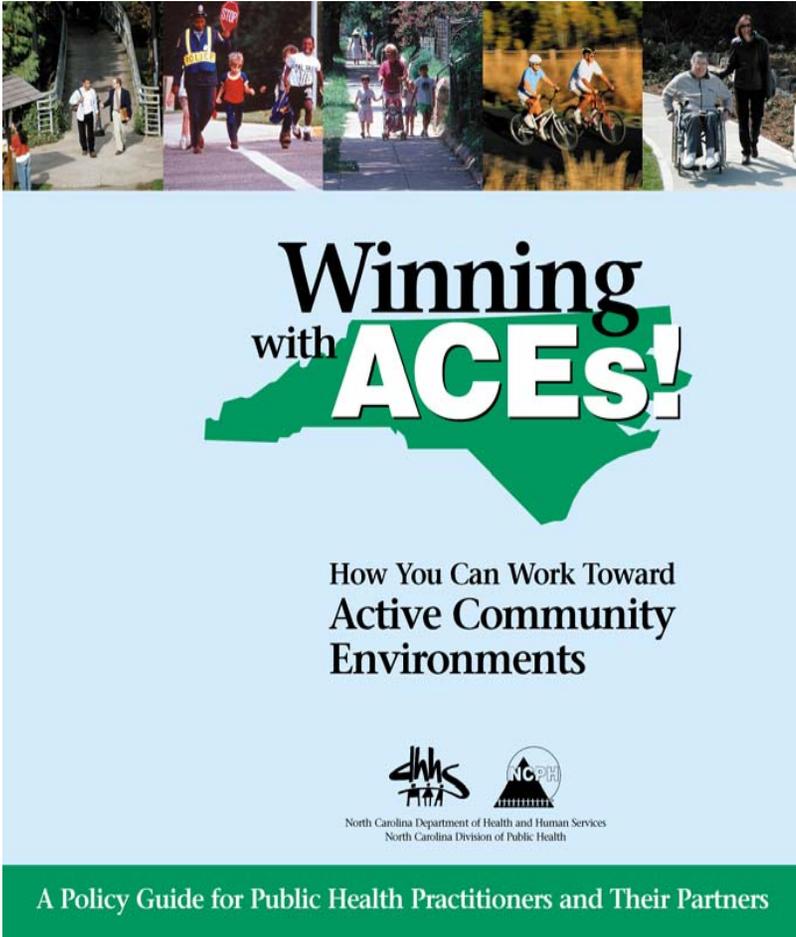
- teaching others to teach others
- using basic, universal, concepts
- doing the basics better

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Empowering to create change

- ACEs Guide
- NC Walks To School Module
- Local Physical Activity and Nutrition Coalitions (LPANs)
- ESMM Community Grants

ACE's Guide



- Practical “How To” for public health practitioners and partners
- Tailored to NC systems
- A policy primer
- Community Tools
- Useful steps when opportunities arise

ACEs Guide Contents

- Policy Primer
- Transportation, Land Use & Public Health Overview
- Who's Who & What's What
- Windows of Opportunity
- Working with the Community & Media
- Tools!

Details are a challenge, but there's help ...

- NC ACE's guide
- Increasing Physical Activity Through Community Design; A Guide for Public Health Practitioners (National Center for Bicycling and Walking)
- Streets and Sidewalks, People and Cars; the Citizens Guide to Traffic Calming (Local Government Commission Center for Livable Communities)

NC Walks To School Module

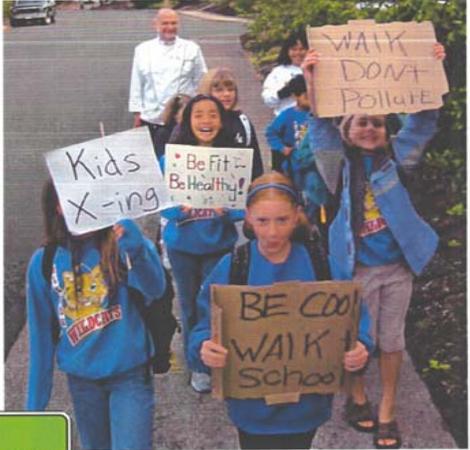


Walk To School

North Carolina
Walks To
School

"Our young people need help to get moving... nearly half of all young people do not take part in regular, vigorous, physical activity."

-former Surgeon General David Satcher, M.D., remarks at the First International Walk To School Day, 2000



Eat Smart Move More
NORTH CAROLINA

- Resources & overview
- Bridges Schools and Community Needs
- School Health Advisory Councils
- Less confrontational intro to ACEs
- Benefits everyone

#8

Its all about relationships, connecting:

- stakeholders
- experts
- issues
- ideas
- resources
- vision



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Create Momentum

- providing vision, tools, staff
(state and local), and grants
- creating successes
- highlighting success



Hungry for change

- ESMM Community Grants - requests totaling three times amount available
- Active Living By Design - only 25 funded nationally, one from NC
- NC DOT Enhancements - ~ 70% of application were for projects related to bike / ped (out of 12 categories)

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Working to create a “One Voice Phenomenon”

- role modeling partnerships
- defining opportunities
- establishing communication across
the continuum



Success will not occur by rallying around one person, one agency, or one organization.

Success will only occur when it doesn't matter who gets credit, when we're all speaking the same language, and when we all share the same vision.



What can the Commission do?

- Join DPH for “one voice”
- Recognize the interrelationships between physical activity, healthy eating and the built environment
- Foster partnerships between experts and stakeholders
- Encourage joint use agreements between schools and communities

What can the Commission do?

- Consider policies on school location, neighborhood and recreation facility connections
- Work to increase and target funding
 - Dedicate funds for project planning and project implementation
 - Powell Bill (State Street Aid)
 - NC DOT Planning
 - DOT Enhancements (TEA - 21 /SAFETEA)

Our Aim: Success !

There is no “Plan B”





www.EatSmartMoveMoreNC.com



Thank You!